

**KEYNOTE SPEECH BY SBA ADMINISTRATOR**  
**HECTOR V. BARRETO**

**SOUTHERN NEVADA**

**HISPANIC EMPLOYMENT PROGRAM SEMINAR**

**LUNCHEON WEDNESDAY AUGUST 29, 2001**

**MONTE CARLO RESORT, LAS VEGAS, NEVADA**

**BUENOS TARDES AND GOOD AFTERNOON. IT IS AN HONOR FOR ME TO BE INVITED TO SPEAK TO YOU TODAY AND A GREAT PLEASURE TO BE DISCUSSING AN ISSUE WITH YOU THAT IS VERY IMPORTANT TO ALL OF US – OUR FUTURE.**

**“THE FUTURE” – IT’S A LARGE CONCEPT AND EMBODIES A WORLD OF OPPORTUNITIES AND MEANINGS FOR EACH ONE OF US.**

**IN A FEW MOMENTS, THE HISPANIC EMPLOYMENT PROGRAM WILL AWARD 35 SCHOLARSHIPS TO ASSIST LATINO STUDENTS IN OBTAINING THEIR EDUCATION. LET’S GIVE THEM A ROUND OF APPLAUSE.**

**IF YOUR PARENTS WERE ANYTHING LIKE MINE, MY  
TEENAGE YEARS WERE A TIME WHEN WE HAD MANY  
DISCUSSIONS ABOUT THE FUTURE. OFTEN THE QUESTIONS  
REVOLVED AROUND WHAT I WAS GOING TO DO OR WHAT I WAS  
GOING TO BE.**

**IT WAS AT THOSE TIMES THAT MY FATHER AND MOTHER  
WOULD TELL THE FAMILY STORY OF HOW THEY STARTED THE  
JOURNEY TO THEIR FUTURES. MY DAD TOLD OF HOW HE CAME  
TO THE UNITED STATES FROM MEXICO WITH NO JOB AND NO  
MONEY AND HOW HE AND MY MOTHER... THROUGH HARD WORK  
AND PERSEVERANCE... STARTED A SMALL BUSINESS AND BUILT  
IT INTO SEVERAL SMALL BUSINESSES.**

**THEIR HARD WORK PROVIDED A HOME AND AN EDUCATION  
FOR THEIR CHILDREN. THEY ALSO GAVE BACK TO THE SMALL  
BUSINESS COMMUNITY BY FOUNDING THE UNITED STATES  
HISPANIC CHAMBER OF COMMERCE.**

**FROM THEIR EXAMPLE, I REALIZED THAT THE FUTURE WAS A PLACE WHERE I COULD DEFINE MYSELF. AS I'VE GROWN OLDER, I'VE LEARNED THAT THROUGH VISION AND LEADERSHIP, THE FUTURE IS ALSO A PLACE WHERE WE CAN DEFINE OUR COMMUNITY. TODAY I WANT TO TALK TO YOU ABOUT THE FUTURE OF THE SMALL BUSINESS COMMUNITY.**

**TODAY WE ARE CELEBRATING OUR HISPANIC YOUTH AND THEIR EDUCATION... AND LADIES AND GENTLEMEN... THAT IS OUR FUTURE.**

**I DON'T THINK I NEED TO QUOTE STATISTICS ABOUT THE NUMBER OF OUR HISPANIC YOUTH WHO ENTER COLLEGE AND COMPLETE THEIR EDUCATION.**

**NOR DO I NEED TO TELL YOU WHAT A VAST UNDERTAKING IT IS TO ATTEND AND COMPLETE COLLEGE. OFTEN IT IS A COMMUNITY EFFORT OF SCHOLARSHIPS, PARENT SUPPORT AND FULL-TIME WORK WHILE TAKING FULL-TIME CLASSES.**

**AND JUST AS EVERYONE HERE UNDERSTANDS THE CHALLENGES AND DEMANDS OF PURSUING AN EDUCATION, WE ALSO APPRECIATE THE REWARDS ENJOYED BY OUR ENTIRE COMMUNITY TODAY AND IN THE FUTURE.**

**TODAY, I AM MOST HONORED....ES MI GRAN ORGULLO...TO BE IN THE PRESENCE OF TOMORROW'S LEADERS.**

**LIKE JOHN CASTENADA, WHO IS A SECOND YEAR RECIPIENT OF AN HISPANIC-EMPLOYMENT-PROGRAM SCHOLARSHIP. JOHN IS AN ACTIVE MEMBER OF H-E-P, AND A FAMILY ORIENTED MAN WHO IS DEDICATED TO HIS SCHOOL AND HIS COMMUNITY. JOHN WORKS FOR THE BUREAU OF RECLAMATION AND IS AIMING HIGH. HE WOULD LIKE TO EVENTUALLY BE NOTHING LESS THAN SECRETARY OF THE INTERIOR. JOHN, I WILL GIVE SECRETARY NORTON A FAIR WARNING THAT YOU ARE AFTER HER JOB.**

**LIKE YVETTE ZAMILA, A SINGLE PARENT WHO HAS COMPLETED MOST OF HER WORK FOR HER DOCTORATE AND IS**

**NOW A SECOND YEAR LAW STUDENT AT U-N-L-V. AND STILL FINDS TIME TO BE ACTIVELY INVOLVED IN HER COMMUNITY.**

**LIKE JACQUINE ISLAS, A THIRD YEAR RECIPIENT OF AN H-E-P SCHOLARSHIP, WHO IS ACTIVELY INVOLVED IN HELPING THE YOUTH OF THE COMMUNITY AND WORKS HARD AT CREATING A BETTER LIFE FOR THE HISPANIC COMMUNITY IN LAS VEGAS.**

**YOU KNOW, SOMETIMES THE “SMALL” IN SMALL BUSINESS JUST DOESN’T SOUND RIGHT, WHEN YOU CONSIDER THAT:**

- SMALL BUSINESS IS THE LARGEST EMPLOYER IN THE UNITED STATES.**
- SMALL BUSINESS TAX REVENUES ARE THE BACKBONE OF OUR LOCAL, STATE AND NATIONAL GOVERNMENTS, AND THE REASON OUR COUNTRY CAN DO SO MUCH FOR SO MANY.**
- SMALL BUSINESS REMAINS THE MOST EFFECTIVE MARKET LABORATORY FOR NEW IDEAS AND INNOVATIONS. SMALL BUSINESS IS THE PLACE WHERE IDEAS ARE CONCEIVED, TESTED AND PROVED.**

**SMALL BUSINESS WORKS. AND IT WORKS BEST WHEN DEDICATED CITIZENS LIKE YOU JOIN HANDS IN A PARTNERSHIP TO USE ALL OF OUR STRENGTH AND RESOURCES TO HELP EACH OTHER. THE SBA IS PROUD OF OUR PARTNERSHIP WITH THE HISPANIC BUSINESSES OF NEVADA AND THROUGHOUT THE UNITED STATES.**

**LAST YEAR, FISCAL YEAR 2000, THE SBA GRANTED 450 LOANS IN YOUR STATE FOR A TOTAL OF \$135 MILLION DOLLARS. THAT IS A RECORD FOR US – THE LARGEST DOLLAR VOLUME IN ONE YEAR IN NEVADA... \$135 MILLION DOLLARS.**

**I AM ALSO PROUD OF THE GREAT RELATIONSHIP BETWEEN THE SBA NEVADA DISTRICT OFFICE AND THE LATIN CHAMBER OF COMMERCE.**

**I WANT TO ACKNOWLEDGE OUR NEVADA DISTRICT DIRECTOR, JOHN SCOTT, AND OTTO MERIDA, PRESIDENT OF THE LATIN CHAMBER OF COMMERCE FOR WORKING TOGETHER TO**

**OPEN DOORS AND IMPROVE OPPORTUNITIES FOR THE HISPANIC  
POPULATION OF LAS VEGAS AND ALL OF NEVADA.**

**I HAD A GREAT MEETING THIS MORNING WITH  
REPRESENTATIVES FROM EVERY SECTOR OF THE LAS VEGAS  
BUSINESS COMMUNITY.**

**IT HAS BEEN MY EXPERIENCE THAT IF YOU LISTEN TO YOUR  
CUSTOMERS, THEY WILL TELL YOU WHAT THEY NEED TO  
SUCCEED. I INTEND TO CONTINUE TO LISTEN TO OUR SMALL  
BUSINESS OWNERS AND ACT ON THEIR BEHALF.**

**I AM ALWAYS EXCITED AT THE OPPORTUNITY TO SPEAK TO  
THE BUSINESS LEADERS OF AMERICA, PRESENT AND FUTURE.  
BECAUSE I BELIEVE IN YOU. AMERICA HAS THE OPPORTUNITIES  
AND YOU HAVE THE AMIBITION AND THE TALENT.**

**PRESIDENT BUSH WAS RIGHT WHEN HE SAID “THE ROLE OF  
GOVERNMENT IS NOT TO TRY TO CREATE WEALTH. THE ROLE OF**

**GOVERNMENT IS TO CREATE AN ENVIRONMENT IN WHICH  
PEOPLE CAN REALIZE THE AMERICAN DREAM.**

**“AND PART OF THE AMERICAN DREAM IS TO BE ABLE TO  
OWN YOUR OWN BUSINESS, TO BE ABLE TO SAY, I WANT TO  
START MY BUSINESS, I WANT TO NURTURE MY BUSINESS, I WANT  
TO GROW MY BUSINESS.”**

**HISPANIC BUSINESS IS ON THE MOVE. FROM 1992 TO 1997,  
THE NUMBER OF HISPANIC BUSINESSES IN AMERICA INCREASED  
BY 30 PER CENT. THAT’S GOOD BUT TOGETHER, WE CAN DO MORE!**

**THE LATEST FIGURES SHOW THAT THERE ARE  
ONE-MILLION, 200-THOUSAND HISPANIC-OWNED FIRMS IN  
AMERICA. THAT'S GOOD BUT TOGETHER, WE CAN DO MORE!**

**TWENTY-EIGHT PER CENT OF THOSE HISPANIC-OWNED  
FIRMS ARE OWNED BY WOMEN. HISPANIC WOMEN RUN 311,544  
COMPANIES IN AMERICA. THAT’S GOOD BUT TOGETHER, WE CAN  
DO MORE!**



**THERE ARE 3,900 HISPANIC BUSINESSES IN NEVADA  
REPRESENTING 9 PERCENT OF ALL OF THE BUSINESSES OWNED  
BY MINORITIES, WOMEN AND VETERANS IN THE STATE.**

**THE LATEST NUMBERS SHOW THAT THERE ARE 115,247  
HISPANIC EMPLOYEES IN THE FEDERAL GOVERNMENT. THAT IS  
6.6 PERCENT OF THE TOTAL FEDERAL WORK FORCE. I AM PROUD  
TO REPORT THAT 10 PERCENT OF THE EMPLOYEES AT THE  
SMALL BUSINESS ADMINISTRATION ARE HISPANIC.**

**SMALL BUSINESS IS GROWING AND THE SMALL BUSINESS  
ADMINISTRATION IS PROUD TO BE PART OF THAT GROWTH.**

**FOR ME, SMALL BUSINESS IS TRULY A FAMILY TRADITION.  
YOU SEE, I STARTED WAITING TABLES WHEN I WAS NINE YEARS  
OLD. MY PARENTS OPENED THEIR FIRST RESTAURANT IN 1969.  
MY FOUR SISTERS AND I LEARNED VERY EARLY THAT HARD  
WORK IS NECESSARY TO SUCCEED.**

**AFTER MY PARENTS TURNED HARD WORK INTO SUCCESS, THEY WANTED TO SHARE THEIR EXPERIENCE WITH OTHER NEW BUSINESS OWNERS. WITH MY MOTHER'S SUPPORT, MY FATHER ORGANIZED THE UNITED STATES HISPANIC CHAMBER OF COMMERCE, THE FIRST NATIONAL HISPANIC SMALL BUSINESS ORGANIZATION IN THE UNITED STATES.**

**I HAVE ALWAYS LIVED THE BENEFIT OF SMALL BUSINESS ON A PERSONAL LEVEL. IT HAS EMPOWERED MY FAMILY TO ACHIEVE THE AMERICAN DREAM, THE SAME DREAM YOU STUDENTS HAVE FOR YOUR FUTURE**

**THE SMALL BUSINESS ADMINISTRATION IS DEDICATED TO HELPING YOU ACHIEVE THAT DREAM.**

**HISPANIC SMALL BUSINESSES CREATE GOOD JOBS, JOBS THAT BRING SECURITY AND HOPE, JOBS THAT ENABLE PEOPLE TO INVEST FOR THE FUTURE, TO BUY HOMES, TO BUILD UP COMMUNITIES--AND TO ACHIEVE THE AMERICAN DREAM.**

**MY FATHER TAUGHT ME THAT BUSINESS IS ABOUT  
RELATIONSHIPS. BEING HERE IN NEVADA HAS CONFIRMED FOR  
ME THAT THE SBA HAS MANY STRONG AND COMMITTED  
PARTNERS. I BELIEVE THAT.**

**AND I URGE YOU TO BELIEVE... IN YOUR HEARTS... THAT  
YOU ARE DESTINED FOR IMPORTANT THINGS... GREAT THINGS...  
THAT WILL BE THE FOUNDATION FOR OUR COMMUNITY AND OUR  
COUNTRY FOR GENERATIONS TO COME.**

**EDUCATION MEANS OPPORTUNITY FOR SOME... AND  
FREEDOM FOR OTHERS. BUT IT MEANS A STRONGER  
COMMUNITY AND A BRIGHTER FUTURE FOR ALL OF US.**

**THANK YOU.**